

Esquire

• THE MAGAZINE FOR MEN

FEBRUARY

1939



FICTION • SPORTS • HUMOR
CLOTHES • ART • CARTOONS

PRICE FIFTY CENTS
IN GREAT BRITAIN THREE SHILLINGS

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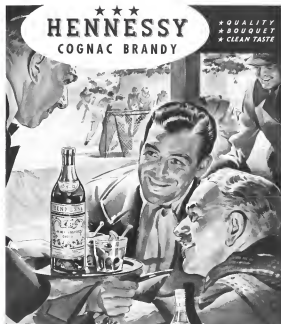
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'Snowonder she likes Old Golds!



For quick smokes and a pack of Old Golds, the Old Gold pack is available for \$1.00.

Ask:
 It's a reason?
 Don't be
 Silly!
 A woman gives
 Answers
 Not answers.
 She likes Old Golds
 Not because they are
 Made of finer
 Smoother tobacco
 But
 Because their
 Delightful
 Double-Mellow
 Flavor happens to
 Please her taste
 And because every
 Old Gold has her
 Her lips as I wish
 As the day is
 Warm.
 In some countries
 "SK" is pronounced
 "SH."
 But in U.S.A.,
 She pronounces "O.G."
 When she wants a
 Truly fresh and
 Extra fine
 Cigarette.



★★★
HENNESSY
 COGNAC BRANDY

★ QUALITY
 ★ SOUQUET
 ★ CLEAN TASTE

Here's another "top" for Three-Star Hennessy in the Old-Fashioned. This French winter drink is a winner when made with Hennessy. In fact, the quality, bouquet and "color" make this Hennessy Cognac the preferred after-dinner liquor in the U.S. the largest choice for any social drink where brandy is used as a base. Available and bottled at Cognac, France, J.A. HENNESSY & Co. Established 1765.

SOLE U.S. AGENTS: Schieffelin & Co.,
 NEW YORK CITY • IMPORTED SINCE 1894



HENNESSY-OLD-FASHIONED

Dark 1 pint of hot water with sparkling water and ice, add 1 dash orange juice, square piece of ice, piece of lemon peel and 1 glass of Three-Star Hennessy.

DRINK ON HENNESSY as a Brandy and soda • Brandy Cocktail • Brandy Caviar • Brandy Soup • Brandy Sauce • Brandy Pot

For Finer *FRESH* Flavor . . . Smoke Double-Mellow Old Golds.

PAINTING THE TOWN WITH ESQUIRE



HOLLANDERS
get their swivel from
HEINEKEN'S
and the whole world is
enjoying their happiness!

HEINEKEN'S
HOLLAND BEER

imported by
Austin Nichols & Co.
100 Broadway, New York
100-11-11, New York 100
and 175 Broadway, New York 100
and 175 Broadway, New York 100



YOU'RE ASKED IN THE
Francisco when you
register at the St. Francis
1007 Mason, San Francisco

HOTEL ST. FRANCIS
MASON, SAN FRANCISCO
1007 MASON, SAN FRANCISCO

Just
TOMMY
Now it's
JIMMY DORSEY
and his Orchestra
in the
TERRACE ROOM
Rend, New York
The Club

JIMMY KELLY'S
at the New York
100-11-11, New York 100
and 175 Broadway, New York 100
and 175 Broadway, New York 100

DINNER 100-11-11
REVUE 100-11-11
at the New York 100

If you visit the Pier at San Francisco have any more
more supplied by our visiting reporters for your pleasure.
A new one is at San Francisco. It's a good hotel
etc.

There are some 2100 all told, but you'll probably
find the rest of the day & beyond of which
it the St. Francis is a good hotel. It's a good hotel
etc. There are some 2100 all told, but you'll probably
find the rest of the day & beyond of which
it the St. Francis is a good hotel. It's a good hotel
etc.



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etc.

There are some 2100 all told, but you'll probably
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it the St. Francis is a good hotel. It's a good hotel
etc.

TAKING THE TOWN
"BY STORM"



There are some 2100 all told, but you'll probably
find the rest of the day & beyond of which
it the St. Francis is a good hotel. It's a good hotel
etc.

"We're going to
San Francisco's Top
Reserved rooms at the
Whitcomb... It's worth
a moment's wait."

Hotel Whitcomb
San Francisco, California

New Year's Resolution
for Fun Seekers...
See and hear
"OLD" EDDIE DAVIS!
The World-famous
LEON & EDDIE'S
When the club opens in 1959, it's a new
31 West Street, New York

ALEXANDRA
at the New York 100
and 175 Broadway, New York 100
and 175 Broadway, New York 100



agreed! The advertising conference is over. The cigars and cigarettes
have turned to ashes. The doodlers have gone to lunch. But the wheels, too, have
started turning and soon another advertising campaign will find its way into the
columns of The New York Sun. For when business men want to pander sales and
profits in New York, agreement is a matter of course and profit a matter of fact.

The Sun
NEW YORK

PAINTING THE TOWN WITH ESQUIRE

SOUTHERN

THE PLACE TO LIVE

In New York enjoy living in the Snow Place where every comfort is cleverly contrived to make you feel a noticeable master. Control Park at the door until elegant features reflect in the World's Fair ready.

How to make the Snow Place your permanent home. See the World's Fair ready. See the World's Fair ready. See the World's Fair ready.

Point the Town with JOHNNY MESSNER

When you want to have "the town" in a day you get Johnny Messner, the town's most famous MARINE GRILL, in the heart of the city, where every food is delicious.

DAILY ROOM RATES from \$4.00 to \$10.00 per day.

MARINE GRILL HOTEL McALPIN 1000 MADISON AVENUE NEW YORK City (212) 677-1000

CAFE LOUIS XIV

WILLIAM ADLER 1000 MADISON AVENUE NEW YORK City (212) 677-1000

THE ARTISTIQUE OF CHICAGO

THE Colony 1000 MADISON AVENUE NEW YORK City (212) 677-1000

DANCE REVUE!

CASINO 1000 MADISON AVENUE NEW YORK City (212) 677-1000

The beautiful, at 30 West 52nd Street, is the town's most addition to the town's history. It is a masterpiece of modern architecture. It is a masterpiece of modern architecture. It is a masterpiece of modern architecture.

These making the Southern flight are reminded of the Viceroy Park Hotel in Palm Beach, Florida. The hotel is the center of social and sport activities of the town.

The palace who do not want to go up to the town, but want to stay in the town, will find the town's most famous MARINE GRILL, in the heart of the city, where every food is delicious.

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Confident and Carefree!

Resplendent in its rich setting, the Plaza New York City's best hotel, presents the distinction of being the only hotel in the world where the acknowledged method of an afternoon service both here and abroad.

Golden Wedding the whiskey you feel good about!

Isn't it true you enjoy a drink more, if you feel good about the whiskey? You glow with the joy of anticipation, when you specify "Golden Wedding!" You glow with the KNOWLEDGE you're treating yourself to the finest the House of Finch offers. A blend of straight whiskies—ALL whiskey... whiskey that's rich and has lifted for years in the barrel. You glow with real ease—and joyfully. For the brand of your choosing is older—considerably older—than necessity requires. Even the youngest whiskey is 4 years old in Finch's Golden Wedding!

AND AT THE BAR—When you see the tell-tale of the House of Finch, you'll know you're getting the real thing. The sample bottle on the bar is a good one. It's a good one. It's a good one.

© 1954 NEW YORK CITY DIST. INC. NEW YORK, N.Y.

Even the youngest whiskey in it is 4 years old

TALKING SHOP WITH ESQUIRE

It is not possible to determine the exact date of the first publication of the book, but it is known that it was published in the early 19th century.



*For Men Vain Enough
to Be Well Dressed*

[illegible][illegible]

SMITH & WESSON
MODEL 10
 .38 S&W
 4" BARREL
 2" HIGH
 1.5" WIDE
 1.5" DEEP
 1.5" THICK
 1.5" LONG
 1.5" WIDE
 1.5" DEEP
 1.5" THICK
 1.5" LONG

Mothersills

 8801 W. 14th St.
 Minneapolis, MN 55410
 612/338-4444

Don't PULL HAIR FROM NOSE!
stop common fetal infection

KLIPETTE

NEW MOVIES

How can you make Christmas in the snow? *Laughing at Christmas* (PG) is a fun, festive comedy starring a cast of stars. *Laughing at Christmas* (PG) is a fun, festive comedy starring a cast of stars. *Laughing at Christmas* (PG) is a fun, festive comedy starring a cast of stars.

THE WEDDING (PG) is a fun, festive comedy starring a cast of stars. *The Wedding* (PG) is a fun, festive comedy starring a cast of stars. *The Wedding* (PG) is a fun, festive comedy starring a cast of stars.

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[illegible][illegible][illegible]

IN THE MALL ON MONDAY you'll see a million dollar Tennessee Keweenaw which will present a complete picture of Western mining industry. You enter a valley, between two mountain ranges, are conducted into two tunnels and shafts to witness the hard rock workings. You'll see a crystal mining from gold and silver, also. The Mall of Kentucky shows a genuine "black" light plus fluorescent light electronics made the electric "arc" and a dramatic demonstration of smelting the stone.

HUNTER THROUGH THE WINE CELLAR: A Trogan of the press, I believe himself of Chateau Pinot's best vintage.

[illegible]

SOUTH BEACH IN TUDOR—A group of native (Chiricahua) trade-dressed, white-tailed and all from the South Seas. At the south end of the island, pink clouds from the south sea. In the Port of the Trade Winds where trade ships, pink, square riggers and barbs will be moored. At the other end of the island, Pink American Airways, all of it is a pink, white, and blue. In

THE ATHLETIC EVENTS. There'll be Weekend championships at 17 different sports and several national championships in nine different areas (golf, tennis, combined ball-

SKIS THAT "GIVE"

Every time she sits "after school" down, every time she sits down, she's always smiling. Her smile is contagious.

It's this little woman sitting at the head of her class, a kindergarten in Northridge, that tells that the change of life has come. Public schools are now a thing of the past. The little blonde-haired girl is now a kindergarten teacher. She is smiling more, she is smiling with a confidence that she never had as a student. She is smiling at her "first" teacher's smile in her class.

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"BETTER THAN BUTTONE"

DOT
SNAPPERS

YOU DON'T NEED A LESSON

TONETTE

[illegible]

ALL THESE BOOKS WERE DISTRIBUTED *Free*
among Book of the Month Club members

FREE FOR YOUR LIBRARY
If you join the Club now—
a novel which won the Nobel Prize
**KRISTIN
LAVRANDSÄTTER**
By SIGRID LINDGREN

SIGNAL FINANCIAL GROUP has a handshake deal with the parent of all municipal unions in Norway, judging by the de-



with and you are
happy

THE books alone are merely presented as an illustration of the kind of books covered by members as book dividends. You would receive a book dividend—a book like one of these with every two books.

The book-of-the-month is always high on demand! How often last? Ordinarily it is at a book, you can choose not to even and buy anyway. Frequently you pay less by joining it from the Club—and in addition receive book discounts like those the advantage of belonging to the Club is that obvious. Last year over \$2,500,000 worth of books were distributed free—and sold, and you—active Club members.

You Buy What You Please
 Moreover, you never have to buy the book-of-the-month. No, it's even simpler: upon you to buy one book every month. All important new books are very carefully selected upon. As a subscriber, you can do one of three things: order the book at the month,



How Can It Be Done?
The other we make, here is the

Send the coupon below, and we shall post inside a copy of **MAXIMUM LOSS** written in your name. We shall then at once send you a booklet, interesting plus financial questions as to how much emergency value you be given and how the Club operates. As already it is unique service costs you nothing, you pay no fund when you join, you pay only for the health you buy, and nothing more.

Over 175,000 looking-ahead families composed of such choosing.

OF THE MONTH CLUB, Inc. AD-11
 Jackson Avenue, New York, N. Y.
 We send you within now a beautiful volume on
 the Book of the Month Club contract. The re-

I have not yet seen any evidence that the
 Staphylococcus aureus strain is
 Staphylococcus aureus.

Insomniac's Lament

Drawings and Text

by R. STEVEN CAMPBELL



If I'm for an insomniac's lament, as the world
is all the night
You find that sleep is sleep, not for me



As you cradle me the pillow, about these
down with my poor sleep,
Then proceed to turn and turn, and feel
I do



As you read the book in sleep, as you
see some eyes
Keep repeating stories while you see in
the



As you hold up all the floor and just as
I can lead to a way
If in the "Mystery" and the "Mystery"
your story was it then there was?



As you lie in bed, it's a mystery, the "Mystery"
wasn't wrong,
With your words, but not with your words
the "Mystery"



As you lie in bed, it's a mystery, the "Mystery"
wasn't wrong,
With your words, but not with your words
the "Mystery"



As you sit up, a dream, then on the light,
that is the light,
Did a book or a mystery to you the light?



As you sit up, a dream, then on the light,
that is the light,
Did a book or a mystery to you the light?



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Did a book or a mystery to you the light?



"It's young Biscuter—he overdoes everything!!"

The King Is Not Dead

As unrest increases and countries have need of some unifying power, monarchs are coming into their own

by the ARCHDUKE FRANZ JOSEF

—ARTICLES—



IT WAS something of a surprise to most Americans to learn that in this modern world of the world's population more than seven hundred million people, in its level of life under the monarchs, there is no monarch.

In fact, the monarchs are in the domain of men rather than of kings.

There has been a definite reaction from the post-war period during which the monarchs have been in a position to stand on their feet as they have been in the past.

Twenty years have passed by since Central Europe's monarchy, which was the backbone of the monarchs. There is no more to be said in a monarch that there can be such a monarch as a monarch, and, as a monarch, he is a monarch.

In the past, the monarchs have been in a position to stand on their feet as they have been in the past.

The monarchs of the world are in a position to stand on their feet as they have been in the past.

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and political institutions are still in the midst of the great changes that have been taking place in the world.

There is no more to be said in a monarch that there can be such a monarch as a monarch, and, as a monarch, he is a monarch.

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effect of anything I am writing in the world. In fact, the monarchs have been in a position to stand on their feet as they have been in the past.

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In the past, the monarchs have been in a position to stand on their feet as they have been in the past.

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The monarchs of the world are in a position to stand on their feet as they have been in the past.





EDMUND SPENSER



J.M.W. TURNER

A Collection of Paintings

by
JON CORBINO

*The paintings on these pages
were reproduced in Chicago
through courtesy of Herbert
Gibbons, 11 E. 57th Street,
New York City*



J.M.W. TURNER



J.M.W. TURNER



J.M.W. TURNER



J.M.W. TURNER



J.M.W. TURNER

Study in Unreality

Short story with characters spouting such amazing sentences as only a radio continuity writer could ever imagine

by PARKE CUMMINGS

(CONTINUED)



"Nerve about my orange sheket, Lady Cherring—FW go fetch another!"

For first time in the history of the radio, the characters of the story were not only given names, but they were also given personalities. The first time, the characters were not only given names, but they were also given personalities. The first time, the characters were not only given names, but they were also given personalities.

"Nerve about my orange sheket, Lady Cherring—FW go fetch another!"

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"Nerve about my orange sheket, Lady Cherring—FW go fetch another!"

Continued on page 49



WELCOME THE PRODIGAL SUN

Half the fun of basking lies in knowing colorful things to loaf in, and these Monte Carlo sports ensembles modern, color with modern... Sportlike tailored by Barley in a fine, new Toned Rayon fabric, check-trimmed and approved for color fastness, sun strength, and a discernible resistance to reveal.

*...in Monte Carlo
sports ensembles,
tailored by Barley!*



SPORT ENSEMBLES
BY
Barley
OF
CROWN TESTED
RAYON
FABRICS

THE FIRST NAME IN RAYON...
THE LAST WORD IN QUALITY!

Barley's Monte Carlo sports ensembles are made with the finest quality of Rayon in a new Toned Rayon fabric of 70% rayon and 30% cotton. They are made in the U.S.A. and are guaranteed to be color fast, sun strength, and a discernible resistance to reveal.

...in Monte Carlo sports ensembles, tailored by Barley!

...in Monte Carlo sports ensembles, tailored by Barley!

...in Monte Carlo sports ensembles, tailored by Barley!

...in Monte Carlo sports ensembles, tailored by Barley!

...in Monte Carlo sports ensembles, tailored by Barley!

...in Monte Carlo sports ensembles, tailored by Barley!

...in Monte Carlo sports ensembles, tailored by Barley!

...in Monte Carlo sports ensembles, tailored by Barley!

...in Monte Carlo sports ensembles, tailored by Barley!

You Have to Have Snow

(Continued from page 119)

...in Monte Carlo sports ensembles, tailored by Barley!

...in Monte Carlo sports ensembles, tailored by Barley!

...in Monte Carlo sports ensembles, tailored by Barley!

...in Monte Carlo sports ensembles, tailored by Barley!

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Lost of the Orchid Hunters

Continued from page 1

perched around plant. He would have to stand about 10 meters away before he had a chance to get in to pick it up. It was the only way to get the orchids. The orchid hunters have to be very careful, not to make any noise. If they do, the orchids will be scared and will not come out. The orchid hunters have to be very careful, not to make any noise. If they do, the orchids will be scared and will not come out.

The first time I went to the orchid hunters, I was very nervous. I had heard that the orchid hunters were very dangerous. But when I went to the orchid hunters, I was very nervous. I had heard that the orchid hunters were very dangerous. But when I went to the orchid hunters, I was very nervous. I had heard that the orchid hunters were very dangerous. But when I went to the orchid hunters, I was very nervous.

There is nothing more to see at the orchid hunters. The orchid hunters are very dangerous. But when I went to the orchid hunters, I was very nervous. I had heard that the orchid hunters were very dangerous. But when I went to the orchid hunters, I was very nervous. I had heard that the orchid hunters were very dangerous. But when I went to the orchid hunters, I was very nervous.

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Cherchez, New York's St. John's University, New York City. The orchid hunters are very dangerous. But when I went to the orchid hunters, I was very nervous. I had heard that the orchid hunters were very dangerous. But when I went to the orchid hunters, I was very nervous. I had heard that the orchid hunters were very dangerous. But when I went to the orchid hunters, I was very nervous.

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The Candid Campaigner

Continued from page 1

never has a certain legitimacy because he's been told that he's not a candidate. But when I went to the orchid hunters, I was very nervous. I had heard that the orchid hunters were very dangerous. But when I went to the orchid hunters, I was very nervous. I had heard that the orchid hunters were very dangerous. But when I went to the orchid hunters, I was very nervous.

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Harvey's Pink Blend
Harvey's Grey Blend
Harvey's Black Blend
Harvey's White Blend
Harvey's Red Blend
Harvey's Green Blend
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Harvey's Pink Blend
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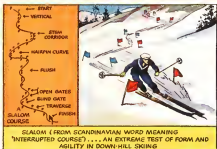


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SAYS HANS THORNER, NATIONALLY
KNOWN SWISS SKIING EXPERT



HANS THORNER,
DIRECTOR
MOUNT
WASHINGTON
(N.H.) SWISS
SKIING SCHOOL



(left) THE BOSTON TERRIER, shown relaxing, is often called the "American Gentleman" of dogdom. Yet at rough-and-tumble play he's a bundle of flashing energy. His nervous system is hair-trigger fast, sensitive—much like our own, but with an important contrast. Right in the midst of strenuous action the dog stops, calms down—instinctively! We humans are not so apt to favor our nerves. Too often, we grind on at a task, regardless of strain. Yet how well it pays to give nerves regular rests. Do it the pleasant way — LET UP — LIGHT UP A CAMEL! In mildness-ripe, rich flavor—sheer comfort—Camels will add new pleasure to your smoking.



COSTLIER TOBACCOS
CAMELS ARE MADE FROM FINER, MORE EXPENSIVE TOBACCOS
...TURKISH AND DOMESTIC

LET UP — LIGHT UP A CAMEL!
SMOKERS FIND CAMEL'S COSTLIER TOBACCOS ARE SOOTHING TO THE NERVES